

Major tourist and business activities promote the hotel industry.



In 2011, the supply of establishments is expected to grow 3.2% to reach 13.2 thousand units, driven by the Peruvian government's initiative to declare this year as the "Year of Machu Picchu's Centennial to the World", which will attract a greater influx of tourists both foreign and peruvian motivated by the celebration. In addition, the growth of corporate tourists entering Peru to do business and invest in productive activities in the country will also continue to boost economic activity in hotels.

It must also be taken into account the potential of gastronomic tourists to a wider dissemination of Peruvian cuisine to extending their stay in the country. These factors contribute to believe that international visitor arrivals will increase to 2.6 million, equivalent to a growth of 12.6% compared to 2010. This year we expect revenue of 42 categorised hotels and the beginning of 21 hotel projects that require an investment of U.S. \$ 475.4 million.

In 2010, the number of hotels rose to 12.8 thousand, 1.2% slightly higher than the registered one in 2009 driven by the rising demand for accommodation of the corporate segment, as well as the largest destination of foreign holidaymakers coming from Latin America and the growth of domestic tourism. It is noticeable that the corporate tourism is being attracted by the good performance of Peruvian economy, together with executives from major companies in Latin America who have placed Peru as the third favourite destination to develop their investments. Furthermore, it is estimated that the Gross Domestic Product (GDP) of Peru will close by 2010 with an increase of 8.9% and is expected to grow 7.0% at the end of 2011, this dynamic is reflected in the Gross Value Production (VBP) of Restaurants and hotels that will increase 6.5% in 2011 after having expanded 7.0% in 2010.